

PRESS RELEASE

Criteria Hub adds over 100 BTL and Residential new criteria to existing 700 search criteria

UK, 11 November 2019: Mortgage Brain today confirmed over 100 new buy to let and residential search criteria have been added to Criteria Hub, to drive the criteria-based sourcing solution forward for brokers and lenders.

Criteria Hub, acquired by Mortgage Brain in March, has expanded its niche criteria and existing searches, largely based on suggestions from both adviser and Lenders using the system, increasing the existing 700 search criteria which provides over 45,000 Lender entries for Advisers to search. Some of the additional search criteria include: BTL with refurbishment needed, BTL unemployed applicants, residential and BTL with escalating ground rents.

Criteria Hub uses ground-breaking technology to provide an accurate and efficient service to advisers by matching the needs of the customer with those of the Lenders. The platform is also being used by Lenders to research and gain insight into the market, enabling them to design and fine tune products to better meet the needs of customers. Criteria Hub has already been enhanced to offer a unique way of highlighting a client's multiple selection options that are critical or deal breakers,

Mark Lofthouse, CEO of Mortgage Brain, comments: "Access to specific lending criteria is becoming even more vital, as vanilla cases are no longer the norm. The majority of the new criteria were suggested by brokers and lenders already using Criteria Hub. By expanding the search terms following feedback, we continue to show our support for our customers and recognize their input as integral to providing the systems that they need.

“Our advisers can now provide even better advice and lender options to their customers. Our proposition continues to transform the mortgage process, and this development represents our continued commitment to listen, invest and innovate.”

Mortgage Brain saw a 70% increase in usage in the first 6 months post acquisition of Criteria Hub and advisers actively using Criteria Hub including those from Countrywide, TRM, John Charcol, Mortgage Force, Mortgage Intelligence, Fluent Money for Advisers, Online Mortgage Advisor, Openwork, Tenet, TMA, plus numerous smaller firms.

Mortgage Brain is in the final stages of integrating Criteria Hub into its online and offline sourcing systems, MortgageBrain Anywhere and MortgageBrain Classic, which is expected to be available in 2020.

- ENDS -

ABOUT MORTGAGE BRAIN LIMITED:

- [Mortgage Brain](#) is an expert in technology and software solutions proactively supporting Lenders, Networks, Corporates and Intermediary Mortgage Advisers.
- Its integrated product suite includes;
 - First and Second charge, whole of market, online and desktop mortgage sourcing systems [MortgageBrain Classic](#) and [MortgageBrain Anywhere](#)
 - Standalone second charge sourcing website [LoansBrain](#)
 - Case tracking and quoting comparison portal [ConveyancingBrain](#)
 - Point-of-sale, CRM and compliance system with online client portal [The Key](#)
 - Multi-lender mortgage application platform [MTE, Mortgage Trading Exchange](#)
 - New multi-lender online gateway due to launch in 2020 [Lendex](#)
 - Websites, calculators, plugins [MortgageBrain B2C](#)
 - Lead Generation Suite for Advisers, including consumer facing app, website and Amazon Echo Skill [UKMortgages](#)
 - Criteria mortgage sourcing – [Criteria Hub](#)
 - Affordability sourcing - [Affordability Hub](#)
 - Data Analysis & Lending Solutions.
- Mortgage Brain has over 2,000 users of its products and services and is a Microsoft Gold Certified Partner.
- Four times winner 'Best Technology Provider' at the Mortgage Strategy Awards, winner of the Best Sourcing System at the Financial Reporter Awards and four times winner of the 'Technology Advocate of the Year' at the British Mortgage Awards.
- Mortgage Brain Holdings Limited, formed in 1986, is jointly owned by Barclays, Lloyds Banking Group, Nationwide, Royal Bank of Scotland, Santander & Virgin Money.

FOR FURTHER PRESS INFORMATION, PLEASE CONTACT:

Kirsty Howe at the Mortgage Brain Press Office. **Tel:** (0) 20 7426 9403
Email: mortgagebrain@cognitomedia.com

FOR ALL OTHER ENQUIRIES, PLEASE CONTACT:

Mark Loffhouse, CEO of Mortgage Brain. **Tel:** 07776 143 056 or 01527 557203
Email: mark.loffhouse@mortgage-brain.co.uk